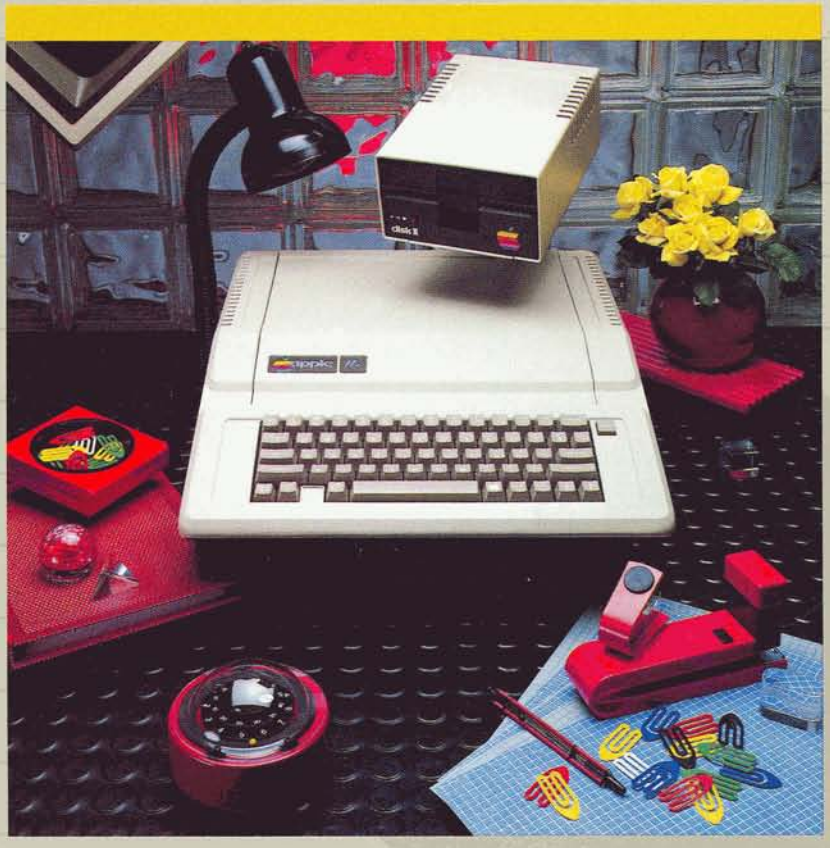

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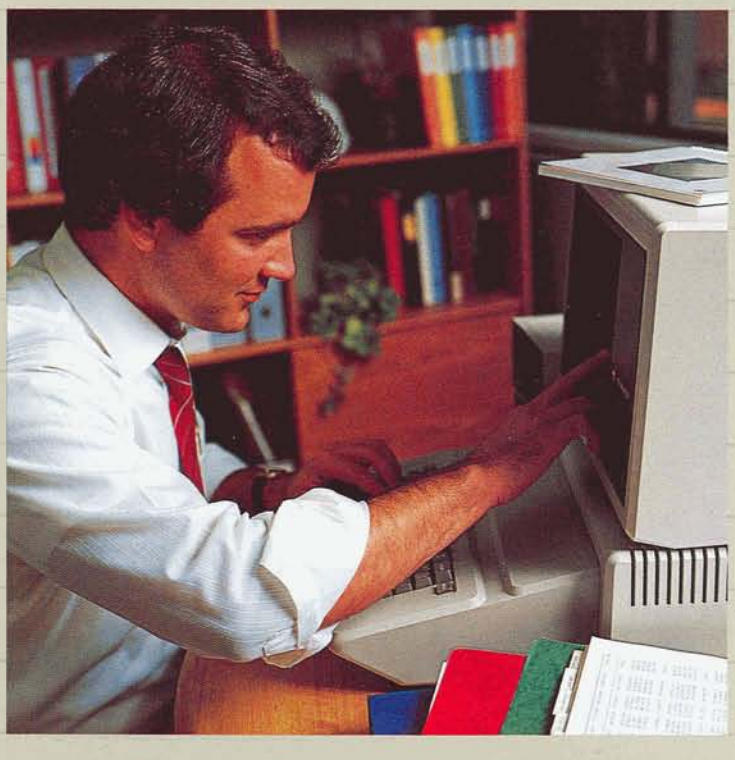


Whatever your personal goals, and whatever the scope of your activities or business, the Apple *//e* can contribute greatly to your success —possibly more than any other investment you'll make this year.

The Apple Advantages.

With more than three-quarter million computers installed worldwide, Apple ranks first in the personal computer industry with more software programs available for

We invented the affordable personal computer for home and work at a time when minicomputers were the outstanding technology.

Today we continue to dedicate our efforts to the personal computer... to make your learning, work, and play time more productive, more creative, and more manageable.

You're in control.

The Apple *//e* Personal Computer System is a continuation of our commitment to your personal

Like gathering and storing facts and figures. Planning corporate or family budgets. Allocating resources. Polishing presentations.

Taken together, the advantages of personal computing on the Apple *//e* mean taking personal control of vital information-gathering and decision-making.

Once you've settled down to business with the Apple *//e*, you'll be impressed with how it handles your information needs.

But perhaps just as important— you'll discover frontiers unknown to you now and, in the process, explore

You can keep records and files up to date, simply and quickly. Access critical facts. Create "what-if" scenarios and solve problems. Enhance your presentations. Dramatically increase engineering data precision and standardization. Manage cash and budgets. Reduce wasted paper, labor, and time. Communicate more effectively.

And replace a lot of "dedicated" special-purpose objects, such as pencils, calculators, typewriters, files, and even mail.

You're free to manage your time and efforts better, and pursue ideas and opportunities. You're personally in control.

Orderly growth for the fast-paced enterprise.

Perhaps you're an entrepreneur or small-business principal. You're making plans that require well-placed attention and timely decisions. You can't afford to have strategies backfire, details trip you up.

Use the Apple *//e* for word processing memos, reports, proposals. Dedicate it to accounts receivable and payable, payroll, inventory control, and general ledger. Delegate it to know when to take discounts, to track late-paying customers, to manage cash flow.

Turn it into a letter carrier with electronic mail. Make it a smart terminal to talk with a mainframe or timesharing system.

In other words, don't bury yourself in details if you don't have to. And rediscover the time to wrestle with priorities that the computer can't handle.

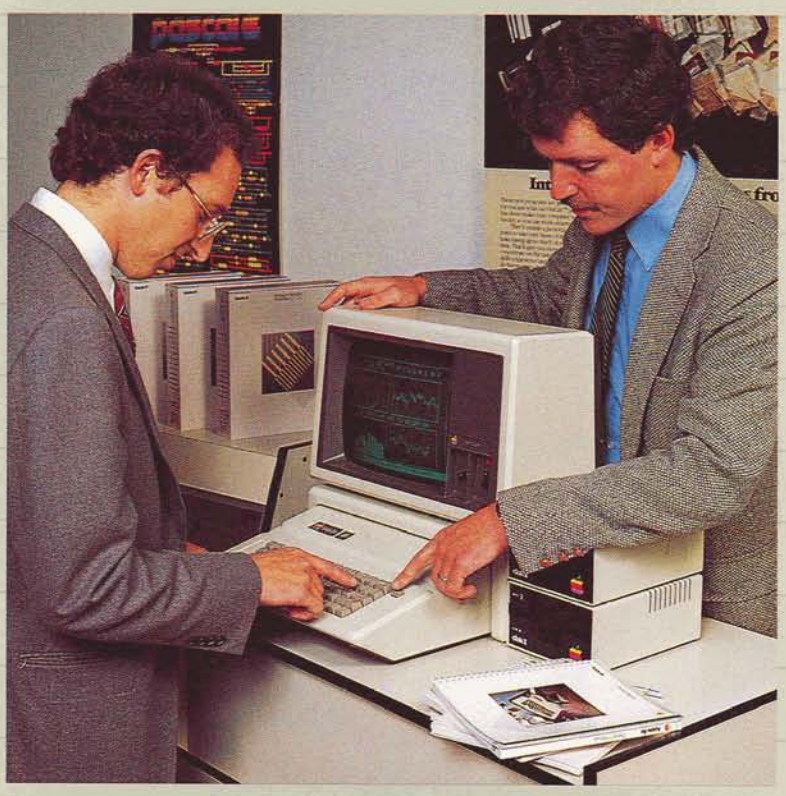
What You Can Do Better Than Ever Before. And How.

The Apple //e gives you more options than any other personal computer to make the most of your resources, centralize information, and impart orderly control—in a way you've never seen or thought possible. By incorporating the Apple //e into your operations, you'll see results immediately, and

Financial Planning and Modeling for Corporations and Small Businesses: Tying together the pieces in one smart

You can use a spread sheet program for precise, sophisticated financial modeling. For example, you can consolidate budgets, profit and loss statements, cash flow projections, forecasts, and more. Complex calculations are done quickly and precisely, and some software lets you merge

File and Project Management: Taking control of vital information.



Built-in self testing. At any time you wish, you're able to run your Apple //e through a series of built-in diagnostics that check for normal operating status.

Easy manuals. No one takes more seriously than Apple the task of producing straightforward, easy-talking manuals. Your Apple //e owner's manual guides you through start-up, step by step, and gives you a glossary of terms and index. So you won't need a technical dictionary or a mechanic. And you will be using your Apple //e within hours of set up.

Local and worldwide service and support. No company can truly serve its customer base without adequate support once the system is out its doors. At Apple, we stand by our commitment to provide quality service, training, and follow through. Ask about our more than 2500 local service centers, 24-hour Level I services, and hotline trouble-shooting.

Comprehensive warranty. Apple's 90-day limited warranty covers your system and any Apple-made products. After that, AppleCare, Apple's extended limited warranty, is available to cover your Apple //e, renewable yearly.

More literature. Apple produces catalogs, brochures, data sheets, magazines, and even books to help you find whatever products and information you need. Your dealer also supplies several directories of Apple-compatible products.

The competition. No other personal computer company puts so many features in one machine. And makes it so easy to add onto. And gives you everything you need at one affordable price. Simply compare the quality of our presentation to anyone else's, and we're sure you'll pick an Apple //e.

Visit the expert—your dealer. Worldwide, Apple supports a network of more than 2000 dealers—so chances are there's one close by. Your full-support dealer is specially trained to evaluate your needs, recommend solutions, and provide after-sale support. Ask for a demonstration. And get acquainted with how you can do just about anything better than before with the Apple //e Personal Computer.

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